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US5794210: Attention brokerage

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ECLA Code: **G06F17/60B2;**

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Original: 705/014; 705/007; 705/010; 707/501; 707/513; 395/200.47; 395/200.48; 395/200.49;

Field of Search: **395/201,207,210,214,226,227,235,239,200.47,200.48,200.49 705/7,10,14 707/501,513**

Legal Status:  [Show legal status actions](#)

Abstract: A system provides for the immediate payment to computer and other users for paying attention to an advertisement or other "negatively priced" information distributed over a computer network such as the Internet. Called Attention Brokerage, this is the business of brokering the buying and selling of the "attention" of users. A further invention, Orthogonal Sponsorship, allows advertisers to detach their messages from program content and explicitly target their audience. A special icon or other symbol displayed on a computer screen may represent compensation and allow users to choose whether they will view an ad or other negatively priced information and receive associated compensation. Targeting users may be provided by reference to a data base of digitally stored demographic profiles of potential users. Information can be routed to users based on demographics, and software agents can be used to actively seek out users on a digital network. Private profiles may be maintained for different users and user information may be released to advertisers and other marketers only based on user permission. Users may be compensated for allowing their information to be

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Users may be compensated for allowing their information to be released. Competing advertisers may "bid" for the attention of users using automatic electronic systems, e.g., "an auction" protocol and these concepts can be generalized to provide an electronic trading house where buyers and sellers can actively find each other and negotiate transactions.

Attorney, Agent, or
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Primary/Assistant
Examiners:
Family:

Nixon & Vanderhye P.C.;

Hayes; Gail O.; Tkacs; Stephen R.



Show 60 known family members

U.S. References:

Show the 26 patents that reference this one

Patent	Issued	Inventor(s)	Applicant(s)	Title
<u>US3639686</u>	2 /1972	Walker et al.	Homarket Inc.	<u>TELEVISION RECEIVER CUT-IN DEVICE</u>
<u>US3769579</u>	10 /1973	Harney	Oak Electro/Netics Corporation	<u>CABLE TELEVISION MONITORING SYSTEM</u>
<u>US4331973</u>	5 /1982	Eskin et al.	Iri, Inc.	<u>Panelist response scanning system</u>
<u>US4546382</u>	10 /1985	McKenna et al.	CTBA Associates	<u>Television and market research data collection system and method</u>
<u>US4602279</u>	7 /1986	Freeman	ACTV, Inc.	<u>Method for providing targeted profile interactive CATV displays</u>
<u>US4630108</u>	12 /1986	Gomersall	A. C. Nielsen Company	<u>Preprogrammed over-the-air marketing research system</u>
<u>US4646145</u>	2 /1987	Percy et al.	R. D. Percy & Company	<u>Television viewer reaction determining systems</u>
<u>US4658290</u>	4 /1987	McKenna et al.	CTBA Associates	<u>Television and market research data collection system and method</u>
<u>US4745468</u>	5 /1988	Von Kohorn		<u>System for evaluation and recording of responses to broadcast transmissions</u>
<u>US4791281</u>	12 /1988	Johnsen et al.	C.P.C. Investment Trust	<u>Encoding and decoding system</u>
<u>US4799156</u>	1 /1989	Shavit et al.	Strategic Processing Corporation	<u>Interactive market management system</u>
<u>US4805020</u>	2 /1989	Greenberg		<u>Television program transmission verification method</u>

				and apparatus
<u>US4850007</u>	7 /1989	Marino et al.	American Telephone and Telegraph Company	Telephone toll service with advertising
<u>US4872113</u>	10 /1989	Dinerstein	JBS Associates, Inc.	Credit check scanner data analysis system
<u>US4876592</u>	10 /1989	Von Kohorn	Von Kohorn; Henry	System for merchandising and the evaluation of responses to broadcast transmissions
<u>US4926255</u>	5 /1990	Von Kohorn		System for evaluation of response to broadcast transmissions
<u>US4967273</u>	10 /1990	Greenberg	VidCode, Inc.	Television program transmission verification method and apparatus
<u>US4970681</u>	11 /1990	Bennett	Book Data, Ltd.	Method and apparatus for correlating data
<u>US4972504</u>	11 /1990	Daniel, Jr. et al.	A. C. Nielsen Company	Marketing research system and method for obtaining retail data on a real time basis
<u>US4982346</u>	1 /1991	Girouard et al.	Expertel Communications Incorporated	Mail promotion network apparatus and method
<u>US5025372</u>	6 /1991	Burton et al.	Meridian Enterprises, Inc.	System and method for administration of incentive award program through use of credit
<u>US5034807</u>	7 /1991	Von Kohorn		System for evaluation and rewarding of responses and predictions
<u>US5057915</u>	10 /1991	Von Kohorn		System and method for attracting shoppers to sales outlets
<u>US5114128</u>	5 /1992	Harris, Jr. et al.	U.S. News & World Report, L.P.	Process and apparatus for personalizing magazines, books and other print media
<u>US5128752</u>	7 /1992	Von Kohorn		System and method for generating and redeeming tokens
			General	Method and apparatus for providing

<u>US5155591</u>	10 /1992	Wachob	Instrument Corporation	<u>providing demographically targeted television commercials</u>
<u>US5191410</u>	3 /1993	McCalley et al.	Telaction Corporation	<u>Interactive multimedia presentation and communications system</u>
<u>US5201010</u>	4 /1993	Deaton et al.	Credit Verification Corporation	<u>Method and system for building a database and performing marketing based upon prior shopping history</u>
<u>US5220501</u>	6 /1993	Lawlor et al.	Online Resources, Ltd.	<u>Method and system for remote delivery of retail banking services</u>
<u>US5227874</u>	7 /1993	Von Kohorn		<u>Method for measuring the effectiveness of stimuli on decisions of shoppers</u>
<u>US5283731</u>	2 /1994	Lalonde et al.	EC Corporation	<u>Computer-based classified ad system and method</u>
<u>US5283734</u>	2 /1994	Von Kohorn		<u>System and method of communication with authenticated wagering participation</u>
<u>US5287181</u>	2 /1994	Holman		<u>Electronic redeemable coupon system and television</u>
<u>US5305195</u>	4 /1994	Murphy	Singer, Gerald	<u>Interactive advertising system for on-line terminals</u>
<u>US5347632</u>	9 /1994	Filepp et al.	Prodigy Services Company	<u>Reception system for an interactive computer network and method of operation</u>
<u>US5438355</u>	8 /1995	Palmer		<u>Interactive system for processing viewer responses to television programming</u>
<u>US5438356</u>	8 /1995	Ushiki et al.	Fujitsu Limited	<u>Accounting system for multimedia communications system</u>
<u>US5446919</u>	8 /1995	Wilkins		<u>Communication system and method with demographically or psychographically defined audiences</u>
<u>US5467269</u>	11 /1995	Flaten	J. B. Laughrey, Inc.	<u>Method and means for telephonically crediting customers with rebates and</u>

				<u>refunds</u>
<u>US5500681</u>	3 /1996	Jones		<u>Apparatus and method for generating product coupons in response to televised offers</u>
<u>US5502636</u>	3 /1996	Clarke	R.R. Donnelley & Sons Company	<u>Personalized coupon generating and processing system</u>
<u>US5515098</u>	5 /1996	Carles		<u>System and method for selectively distributing commercial messages over a communications network</u>

First Claim: [Show all 86 claims](#)

What is claimed is:

1. In an arrangement comprising plural computers connected to a digital computer network, said network carrying and routing digital information between said plural computers, said plural computers including at least one personal computer associated with at least one user, at least one computer associated with at least one attention broker, at least one computer associated with at least one provider of negatively priced information, and at least one computer associated with at least one provider of positively priced information, said network being decentralized in that any pair of said personal and information provider computers may communicate without said communication passing through any of the other said personal and information provider computers, said personal computer having a display device and at least one user input device, the display device being capable of providing a visual display based at least in part on the digital information delivered to the personal computer via said network, said displayed information including at least one visual link associated with one of said information provider computers, said user being able to operate said user input device to select and activate said link in order to erect a network connection to said information provider computer, a method for permitting the provider of negatively priced information to orthogonally sponsor user purchases of positively priced information, the method comprising:

- (1) supplying negatively priced information to the personal computer from at least one negatively priced information provider;
- (2) providing said user with the opportunity to receive compensation in connection with said negatively priced information by connecting via the network to said attention broker computer;
- (3) compensating, via said attention broker computer, the user in connection with the supplied negatively priced information;
- (4) presenting the user, via said personal computer display, with a choice of at least one item of positively priced information, and allowing the user to select said item by operating the user input device;

- (5) collecting at least one selection from step (4) and communicating, via the network, said selection to at least one computer associated with a positively priced information provider; and
- (6) allowing the user to pay for the selected positively priced information at least in part using compensation provided in step (3).

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Description of Preferred Embodiments: [Show description of preferred embodiments](#)

Foreign References:

Publication	Country	Date	IPC Class
EP00265232	European Patent Office (EPO)	4 /1988	
WO09516971	World Intellectual Property Organization (WIPO)	6 /1995	
WO09639668	World Intellectual Property Organization (WIPO)	12 /1996	

Other Abstract Info: DERABS G97-332982

Other References:

- Stephen D. Solomon, The New York Times Magazine, "American Express Applies For a New Line of Credit," pp. 34, 36-38, 44 and 47.

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